

Brand Style																				
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4	w/e 7/11	w/e 7/18
FF Std Box	450	788	452	619	662	744	259	269	858	754	388	221	293	58	114	102	54	130	233	256
Lt Std Box	556	777	587	951	876	822	342	462	1512	722	521	376	188	101	224	192	141	228	287	356
FF 100 Box	106	130	98	149	84	98	89	92	119	97	118	120	58	25	107	100	92	80	64	57
Lt 100 Box	256	213	246	284	158	205	260	213	291	234	254	314	180	103	184	238	250	250	188	240
King	985	1139	1110	1134	827	1277	993	1126	1111	1046	1423	1172	1132	673	988	1102	680	1307	1190	1424
100	729	710	753	675	602	808	714	755	739	712	861	819	677	393	687	635	422	799	712	834
Lt King	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303	1770	1612	1467	766	1486	1504	1034	1673	1610	1754
Lt 100	975	1129	1104	983	792	1028	1029	939	1045	925	1245	1137	896	544	989	987	722	1137	952	1246
Slim	548	643	552	519	533	683	588	686	554	512	670	654	621	290	704	553	397	651	620	611
Ul King	665	707	818	728	656	856	740	661	705	715	879	821	876	483	736	764	513	810	850	916
Ul 100	615	583	695	628	628	750	644	655	738	593	834	713	762	508	733	752	405	847	718	806
Gold	13	10	19	6	11	22	17	1	12	14	14	7	3	1	12	19	6	5	2	4
Pref 100	52	34	52	32	20	58	28	51	28	49	25	71	35	25	35	33	37	33	60	46
Pref Lt 100	153	93	119	92	93	129	134	112	126	107	150	111	121	39	132	122	111	119	121	125
Tot Salem	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783	9152	8147	7309	4009	7131	7103	4864	8069	7607	8675
Salem SOM	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%	2.85%	3.07%	2.80%	2.63%	2.58%	2.76%	2.66%	2.59%	2.96%	3.09%
Industry Vol	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196	321012	285327	261122	152454	275949	255689	181737	312664	257310	280877

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	522	522
0	542	542
0	137	137
76	243	168
1525	1094	-432
1008	729	-279
2118	1439	-680
1326	1000	-327
685	569	-115
892	731	-161
842	692	-150
25	12	-14
57	41	-16
160	119	-41
8714	7870	-844
2.91%	3.13%	0.22%
299751	251612	-48139

Brand Style																				
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4	w/e 7/11	w/e 7/18
FF Std Box	214	132	255	134	111	88	86	250	176	97	104	140	74	34	40	76	18	67	409	178
Lt Std Box	258	141	210	128	109	101	126	293	210	125	161	98	80	36	101	142	40	135	449	219
FF 100 Box	96	62	26	31	34	52	47	35	39	56	105	55	50	15	93	103	46	76	58	92
Lt 100 Box	205	119	77	70	40	78	115	89	74	97	108	63	33	25	104	148	33	126	107	155
King	709	523	548	588	457	812	588	502	688	892	1219	736	8163	406	832	907	397	894	973	1048
100	451	263	260	297	234	449	363	317	440	373	516	408	396	194	381	525	253	456	497	465
Lt King	682	499	524	536	421	777	576	515	752	862	1042	878	754	595	851	928	404	993	1087	1119
Lt 100	481	290	269	296	257	512	368	300	428	459	515	472	448	247	547	646	208	529	580	618
Slim	240	126	132	156	177	178	213	164	237	159	209	219	254	118	254	257	0	273	286	371
Li King	351	190	170	220	196	261	284	198	290	281	325	383	354	173	432	355	106	384	416	414
Li 100	244	126	123	134	129	163	220	114	181	172	212	273	256	86	245	225	66	264	258	289
Gold	0	4	0	1	3	2	1	1	4	9	0	2	3	1	5	3	0	7	2	2
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	4516	3727	10865	1930	3885	4315	1660	4204	5122	4970
Salem SOM	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	2.92%	2.75%	7.43%	2.24%	2.66%	2.78%	3.24%	2.65%	3.04%	2.69%
Industry Vol	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	154546	135591	146142	86093	146174	155338	51203	158796	168720	184840

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	184	184
0	166	166
0	67	67
7	114	107
873	907	34
502	386	-117
881	711	-170
532	420	-112
218	207	-11
289	274	-15
220	195	-25
6	3	-3
0	2	2
0	0	0
3529	3635	106
3.12%	3.29%	0.17%
113106	110319	-2787

7440

201 0.18%

NYC DOC
Salem FF King
included in
weekly
shipments

Salem SOM change ex. DOC

3.11% -0.01%

51842 9655

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	214	214
0	184	184
0	51	51
11	61	51
1231	844	-347
700	514	-189
1068	763	-285
739	556	-178
262	222	-40
182	165	-17
183	148	-35
6	11	5
0	0	0
0	0	0
4380	3793	-586
3.33%	3.35%	0.02%
131389	113077	-18281

NYC DOC
Salem FF King
included in
weekly
shipments

452 0.28%

Brand Style	Volume in Cartons	FF Std Box	LI Std Box	FF 100 Box	LI 100 Box	King 100	LI 100	LI 100	Shm	UKing	UI 100	Gold	Prof 100	Prof LI 100	Tot Salem	Salem SOM	Industry Vol
	w/e 3/7	347	396	117	165	1236	702	1139	713	328	375	346	36	14	40	3.45%	172480
	w/e 3/14	495	540	119	136	894	531	1037	589	348	339	288	17	5	33	3.41%	160508
	w/e 3/21	416	608	28	204	1172	667	1066	794	293	362	329	27	12	41	3.69%	184631
	w/e 3/28	336	445	27	160	1089	654	1096	685	325	362	344	27	14	40	3.37%	165897
	w/e 4/4	288	363	74	120	961	817	1409	649	318	457	398	40	25	33	3.05%	167762
	w/e 4/11	398	463	127	206	1500	590	1046	670	480	457	337	40	12	56	3.23%	224154
	w/e 4/18	225	266	122	156	1067	632	1088	806	329	306	329	22	9	48	4.03%	148873
	w/e 4/25	516	524	94	303	1075	722	1149	781	331	394	306	35	16	40	3.58%	158999
	w/e 5/2	180	260	83	201	1233	650	1215	782	316	305	298	36	6	25	3.86%	154915
	w/e 5/16	216	304	80	232	1296	703	1294	813	370	379	346	32	15	39	3.02%	201557
	w/e 5/23	263	266	68	201	1098	672	1062	778	285	337	296	14	9	41	3.31%	161501
	w/e 5/30	208	266	76	109	1019	578	1070	626	319	420	286	15	18	34	3.05%	165977
	w/e 6/6	35	66	10	48	566	323	670	416	209	209	183	7	9	17	2.66%	103147
	w/e 6/13	43	117	63	137	1019	511	977	613	310	386	327	21	20	31	2.69%	169840
	w/e 6/20	54	102	41	74	873	455	977	613	367	341	279	17	8	32	2.52%	170107
	w/e 6/27	26	60	45	74	680	384	662	383	196	222	187	0	8	52	2.83%	99745
	w/e 7/4	65	163	69	147	1217	667	1287	780	377	429	377	18	16	46	2.92%	183093
	w/e 7/11	373	444	37	145	1059	546	1150	688	322	322	308	20	7	23	3.24%	168050
	w/e 7/18	325	370	46	108	1092	641	1179	755	417	367	360	11	15	32	2.83%	182806

suena

Source: <https://www.industrydocuments.ucsf.edu/docs/lrbp0000>

51842 9656

NYC DOC
Salem FF King
included in
weekly
shipments

654 0.10%

7440

[illegible]

Total

51842 9657

Salem Slide Results for the New York Area

51842 9658

	AVG Cum Post Pd OCT-CURR	AVG Total 3Q97	Difference	AVG Wkly Feb	AVG Wkly Mar	AVG Wkly Apr	AVG Wkly May	AVG Wkly June	Wk Ending 5/24/98	Wk Ending 5/31/98	Wk Ending 6/7/98	Wk Ending 6/14/98	Wk Ending 6/21/98	Wk Ending 6/28/98	Wk Ending 7/5/98	Wk Ending 7/12/98
AIM CARTON VOLUME																
TOT INDUSTRY	1129385	1190522	-61138	1025249	1142287	1168899	1180272	1205564	1083128	1069495	1201848	1179049	1134689	1247802	1264433	1125705
TOT SALEM	36029	35790	239	34808	35016	35413	37998	31894	32246	43867	31706	31156	30437	32400	33770	33449
SALEM BOX	7268	2559	4709	8694	8601	7578	5683	4285	5088	4268	4304	4449	4105	4108	4461	6453
SALEM SP	28761	33231	-4470	26114	26415	27835	32305	27608	27148	39599	27402	26707	26332	28292	29309	26996
SALEM NEW BOX	5116	280	4856	6606	6554	5338	3564	2155	3131	2237	2234	2277	2114	1973	2176	4341
FF 85 BOX (inc GOLD)	1861	84	1877	2429	2585	1904	1211	444	921	890	475	501	421	351	471	1712
FF 100 BOX	575	1	574	526	406	384	374	354	376	276	361	402	353	322	331	214
LT 85 BOX	1770	0	1770	2753	2834	2206	1215	663	1045	601	767	700	626	574	648	1768
LT 100 BOX (exc Slims)	810	175	635	898	730	845	765	694	789	470	631	674	714	726	726	647
FF 85 SP	7880	8776	-896	6536	6551	6983	11027	6889	6813	20902	6896	6663	6758	6856	7270	6635
FF 100 SP	4178	5023	-845	3961	3976	4247	4123	3956	3942	3513	3759	3794	3749	4150	4327	3904
LT 85 SP	7378	9029	-1651	6891	6891	7187	7606	7386	7116	6445	7432	7034	7001	7559	7842	7241
LT 100 SP	4932	5694	-762	4789	4705	4961	5058	4853	4984	4434	4702	4732	4588	4969	5245	4801
SLIM LTS 100 BOX	2152	2299	-147	2089	2047	2241	2129	2131	1967	2031	2070	2172	1991	2135	2285	2112
ULT 85 SP	2365	2502	-136	2176	2359	2448	2469	2467	2347	2391	2518	2443	2306	2614	2455	2408
ULT 100 SP	2027	2207	-180	1961	1932	2009	2022	2058	1948	1914	2065	2041	1870	2114	2170	2007
FF 100 PREFERRED	62	80	-18	50	57	56	60	55	82	58	59	55	43	85	54	68
LT 100 PREFERRED	178	223	-45	167	161	178	170	181	185	161	160	176	164	232	171	147
TOT NEWPORT	231071	233908	-2836	203613	229048	245448	253653	265552	220090	218557	264182	251621	238719	293463	279768	242316
NEWPORT BOX	223345	227468	-4121	198101	222136	237250	245051	250032	210320	212272	256431	245331	232239	244725	271435	235488
NEWPORT SP	7726	6440	1285	5512	6912	8198	8603	15520	9770	6285	7761	6290	6480	48738	8333	6848
FF 85 BOX	149519	151832	-2313	131385	149186	158505	164298	167568	140461	142149	172467	161991	156254	162996	184130	158284
FF 100 BOX	40214	40460	-246	35862	40278	42288	44271	45731	37620	38202	47371	47245	41438	44736	47865	43705
LT 85 BOX	27430	28620	-1191	25272	26682	28765	29565	29850	26012	26516	29280	29111	28167	30247	32436	28593
LT 100 BOX	6042	6554	-511	5583	5991	6491	6281	6505	5865	5281	6676	6567	6068	6493	6723	6377
TOT KOOL	44607	43978	629	40643	44964	43469	36451	47979	38515	32820	47860	47983	47957	45552	50533	43037
KOOL BOX	30062	29946	116	30626	33154	27826	17804	31706	17435	17266	32451	34842	29088	25074	36976	31389
KOOL SP	14545	14032	513	10017	11809	15644	18648	16273	21080	15554	15409	13051	18869	20478	13557	11848
FF 85 BOX	15752	16137	-388	16192	17079	15261	9303	16500	8926	9066	16746	18315	14355	13011	20075	16432
FF 100 BOX	10387	10163	224	10490	11814	9120	5662	10800	5741	5329	10025	12122	9951	8567	13336	11518
MILD 85 BOX	2964	2854	129	3041	3124	2380	2127	3270	2098	1994	4122	3346	3488	2628	2765	2628
MILD 100 BOX	940	791	149	903	1137	1065	712	1136	670	877	1558	1159	1294	868	800	811
TOT MOONLIGHT	266	510	-244	274	247	235	240	254	247	220	284	203	262	207	315	261
AIM SHARES																
TOT SALEM	3.19%	3.01%	0.18%	3.40%	3.07%	3.03%	3.22%	2.65%	2.98%	4.10%	2.64%	2.64%	2.68%	2.60%	2.67%	2.97%
SALEM BOX	0.64%	0.21%	0.43%	0.85%	0.75%	0.65%	0.48%	0.36%	0.47%	0.40%	0.36%	0.38%	0.36%	0.33%	0.35%	0.57%
SALEM SP	2.55%	2.79%	-0.24%	2.55%	2.31%	2.38%	2.74%	2.29%	2.51%	3.70%	2.28%	2.27%	2.32%	2.27%	2.32%	2.40%
SALEM NEW BOX	0.45%	0.02%	0.43%	0.64%	0.57%	0.46%	0.30%	0.18%	0.29%	0.21%	0.19%	0.19%	0.18%	0.16%	0.17%	0.39%
TOT NEWPORT	20.46%	19.65%	0.81%	19.66%	20.05%	21.00%	21.49%	22.03%	20.32%	20.44%	21.98%	21.34%	21.04%	23.52%	22.13%	21.53%
NEWPORT BOX	19.78%	19.11%	0.67%	19.32%	19.45%	20.30%	20.76%	20.74%	19.42%	19.85%	21.34%	20.81%	20.47%	19.61%	21.47%	20.92%
NEWPORT SP	0.68%	0.54%	0.14%	0.54%	0.61%	0.70%	0.73%	1.29%	0.90%	0.59%	0.65%	0.53%	0.57%	3.91%	0.66%	0.61%
TOT KOOL	3.95%	3.69%	0.26%	3.96%	3.94%	3.72%	3.09%	3.98%	3.56%	3.07%	3.98%	4.07%	4.23%	3.65%	4.00%	3.82%
KOOL BOX	2.66%	2.52%	0.15%	2.99%	2.90%	2.38%	1.51%	2.63%	1.61%	1.61%	2.70%	2.96%	2.56%	2.01%	2.92%	2.79%
KOOL SP	1.29%	1.18%	0.11%	0.98%	1.03%	1.34%	1.58%	1.35%	1.95%	1.45%	1.28%	1.11%	1.66%	1.64%	1.07%	1.03%
TOT MOONLIGHT	0.02%	0.04%	-0.02%	0.03%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%

Brand Style																		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4
FF Std Box	450	788	452	619	662	744	259	269	858	754	388	221	293	58	114	102	54	130
Lt Std Box	556	777	587	951	876	822	342	462	1512	722	521	375	188	101	224	192	141	228
FF 100 Box	106	130	98	149	84	98	89	92	119	97	118	120	58	25	107	100	92	80
Lt 100 Box	256	213	246	284	158	205	260	213	291	234	254	314	180	103	184	238	250	250
King	985	1139	1110	1134	827	1277	993	1126	1111	1046	1423	1172	1132	673	988	1102	680	1307
100	729	710	753	675	602	808	714	755	739	712	861	819	677	393	687	635	422	799
Lt King	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303	1770	1612	1467	766	1486	1504	1034	1673
Lt 100	975	1129	1104	983	792	1028	1029	939	1045	925	1245	1137	896	544	989	987	722	1137
Slim	548	643	552	519	533	663	588	686	554	512	670	654	621	290	704	553	397	651
Ul King	665	707	818	728	656	856	740	661	705	715	879	821	876	483	736	764	513	810
Ul 100	615	583	695	628	628	750	644	655	738	593	834	713	762	508	733	752	405	847
Gold	13	10	19	6	11	22	17	1	12	14	14	7	3	1	12	19	6	5
Pref 100	52	34	52	32	20	58	29	51	28	49	25	71	35	25	35	33	37	33
Pref Lt 100	153	93	119	92	93	129	134	112	126	107	150	111	121	39	132	122	111	119
Tot Salem	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783	9152	8147	7309	4009	7131	7103	4864	8069
Salem SOM	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%	2.85%	3.07%	2.80%	2.63%	2.58%	2.78%	2.68%	2.58%
Industry Vol	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196	321012	265327	261122	152454	275949	255689	181737	312664

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	538	538
0	555	555
0	142	142
76	245	169
1525	1081	-444
1008	727	-281
2118	1425	-693
1326	994	-332
685	567	-118
892	722	-170
842	688	-154
25	12	-13
57	40	-17
160	119	-41
8714	7854	-860
2.91%	3.13%	0.23%
299751	250613	-49138

Manhattan

Brand Style																		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4
FF Sld Box	214	132	255	134	111	88	86	250	176	97	104	140	74	34	40	76	18	67
Lt Sld Box	258	141	210	128	109	101	126	293	210	125	161	98	80	36	101	142	40	135
FF 100 Box	96	62	26	31	34	52	47	35	39	56	105	55	50	15	93	103	46	76
Lt 100 Box	205	119	77	70	40	78	115	89	74	97	108	63	33	25	104	148	33	126
King	709	523	548	588	457	812	588	502	688	892	1219	736	8163	406	832	907	397	894
100	451	263	260	297	234	449	363	317	440	373	516	408	396	194	381	525	253	456
Lt King	682	499	524	536	421	777	576	515	752	862	1042	878	754	595	851	928	404	993
Lt 100	481	290	269	296	257	512	368	300	428	459	515	472	448	247	547	646	208	529
Slim	240	126	132	156	177	178	213	164	237	159	209	219	254	118	254	257	0	273
Ul King	351	190	170	220	196	261	284	198	290	281	325	383	354	173	432	355	106	384
Ul 100	244	126	123	134	129	163	220	114	181	172	212	273	256	86	245	225	66	264
Gold	0	4	0	1	3	2	1	1	4	9	0	2	3	1	5	3	0	7
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	4516	3727	10865	1930	3885	4315	1660	4204
Salem SOM	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	2.92%	2.75%	7.43%	2.24%	2.66%	2.78%	3.24%	2.65%
Industry Vol	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	154546	135591	146142	86093	146174	155338	51203	158796

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	178	178
0	157	157
0	67	67
7	113	106
873	902	29
502	380	-122
881	688	-193
532	410	-122
218	200	-18
289	266	-23
220	190	-29
6	3	-3
0	3	3
0	0	0
3529	3654	25
3.12%	3.34%	0.22%
113106	106521	-6585

NYC DOC
Salem FF King
included in
weekly
shipments

Salem SOM change ex. DOC

7440

213 0.20%

3.14% 0.02%

0996 27815

Source: Division Level AIM 185 Reports

Page 2

Revised: 7/28/98

Brooklyn

Brand Style																				Base vs. Test		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff	
FF Sld Box	335	278	249	173	145	271	147	232	148	124	100	110	59	40	54	51	11	43	0	207	207	
Lt Sld Box	354	307	316	188	149	295	173	205	215	144	106	103	72	33	75	49	34	69	0	178	178	
FF 100 Box	64	41	62	71	21	40	21	37	35	37	57	41	24	12	36	55	26	56	0	52	52	
Lt 100 Box	69	60	17	19	39	80	46	61	94	91	75	55	42	23	65	65	33	79	11	60	49	
King	904	856	886	868	778	1080	868	827	682	988	1012	662	781	529	691	1104	268	980	1231	885	-347	
100	610	494	521	523	466	593	531	538	383	618	570	406	466	238	392	628	164	565	700	509	-191	
Lt King	804	843	836	792	700	970	765	808	541	826	989	581	683	350	618	904	197	899	1068	780	-288	
Lt 100	580	607	579	593	481	631	628	658	433	629	634	454	529	253	410	601	171	650	736	557	-179	
Slim	264	199	252	209	231	236	234	210	168	194	229	163	231	79	162	215	55	235	262	222	-40	
Ut King	203	189	173	169	163	199	203	163	127	173	190	129	154	100	106	198	40	219	182	165	-17	
Ut 100	158	158	154	149	134	188	133	164	121	137	164	123	115	65	121	147	48	123	183	148	-36	
Gold	4	3	53	3	5	15	3	17	6	3	14	11	1	7	7	4	0	15	6	11	5	
Pref 100	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Tot Salem	4349	4015	4098	3757	3312	4598	3752	3920	2954	3964	4140	2838	3167	1729	2737	4021	1047	3933	4380	3773	-607	
Salem SOM	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%	3.32%	2.89%	2.90%	2.78%	3.03%	2.86%	3.16%	2.89%	3.08%	3.33%	3.36%	0.02%	
Industry Vol	128892	117064	116091	128755	122143	156625	111769	113900	84496	119283	143403	97812	114078	56990	95803	127152	36213	127700	131359	112448	-18910	

1996 27815

Queens

Brand Style																		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	w/e 5/30	w/e 6/6	w/e 6/13	w/e 6/20	w/e 6/27	w/e 7/4
FF Sld Box	347	495	416	336	268	398	225	515	180	216	263	208	255	35	43	54	28	65
Lt Sld Box	396	540	608	445	363	463	266	524	260	304	226	266	193	68	117	102	60	163
FF 100 Box	117	119	28	27	74	127	122	73	94	83	80	68	76	10	63	41	45	69
Lt 100 Box	165	136	204	160	120	206	156	191	303	201	232	201	109	48	137	127	74	147
King	1236	994	1172	1099	961	1500	1040	1067	1075	1233	1296	1096	1019	566	1019	873	660	1217
100	702	531	667	654	618	817	590	632	722	650	703	672	578	323	511	455	364	667
Lt King	1139	1037	1066	1096	1027	1409	1046	1088	1149	1215	1294	1082	1070	670	977	977	662	1267
Lt 100	713	589	794	685	649	882	670	805	781	782	813	778	626	416	611	613	383	780
Slim	328	348	293	325	318	480	296	329	331	316	370	285	319	185	310	367	196	377
Ul King	375	339	357	362	344	457	306	376	394	305	379	337	420	209	386	341	222	429
Ul 100	346	288	282	329	296	398	337	329	306	298	346	296	333	183	327	279	167	377
Gold	36	17	135	27	25	40	22	16	35	36	32	14	15	7	21	17	0	18
Pref 100	14	5	12	14	25	12	12	9	16	6	15	9	18	9	20	8	8	16
Pref Lt 100	40	33	41	40	33	56	37	48	40	25	39	41	34	17	31	32	52	46
Tot Salem	5954	5471	6075	5599	5121	7245	5125	6002	5686	5670	6088	5353	5065	2746	4573	4286	2919	5638
Salem SOM	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%	3.58%	3.66%	3.02%	3.31%	3.05%	2.66%	2.69%	2.52%	2.93%	2.92%
Industry Vol	172480	160508	164631	165897	167762	224154	151361	148873	158999	154915	201557	161501	165977	103147	169840	170107	99745	193093

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	306	306
0	336	336
0	109	109
34	173	139
1620	1548	-72
894	632	-263
1587	1102	-484
974	723	-251
400	329	-71
406	339	-67
381	318	-63
25	45	20
17	12	-5
52	38	-14
6390	6012	-378
3.36%	3.69%	0.33%
190018	162759	-27259

NYC DOC
Salem FF King
included in
weekly
shipments

Salem SOM change ex. DOC

478 0.29%

3.40% 0.04%

51842 9662